

VY (VALERIE) MAI LE

lemaivy2004@gmail.com | (+1) 765-712-2462 | New York, NY | [LinkedIn](#)
<https://vyle-valerie.github.io/>

EDUCATION

DePauw University

School of Business and Leadership

Greencastle, IN

May 2026

- **Bachelor's Degree in Business Analytics** | Minors: Marketing & Economics | **Media Fellows Program**
- **GPA: 3.74/4.0, Dean's List (All Semesters)**

WORK EXPERIENCE

PFIZER

New York, NY

Global Commercial Analytics & Market Research Intern

June 2025 - August 2025

- Conducted global market research and competitive analysis across 12+ countries, mapping Product Market Research (PMR) approval requirements; increased regulatory visibility and enabled efficient cross-border planning and data-driven decision-making
- Led a cross-functional team of 8 to design and execute Pfizer's largest Global Commercial Analytics Summit (300+ global leaders and analysts), shaping agenda, timeline, speakers, and knowledge-sharing to strengthen strategic engagement
- Improved program management alignment across 50+ global managers by conducting 10+ stakeholder interviews, delivering a redesigned strategic framework, and developing a SharePoint site to centralize resources and business intelligence reporting

CENTRAL INDIANA CORPORATE PARTNERSHIP

Indianapolis, IN

Product Analytics & Marketing Intern

January 2025 - April 2025

- Boosted user engagement by 20% by analyzing behavioral data from 10,000+ users with Mixpanel, applying product analytics and customer segmentation to deliver actionable insights guiding product decisions for job-seeking and hiring platforms
- Designed and executed 3 A/B tests (personalized invites, progress nudges), applying experimentation and conversion optimization methodologies to raise Ascend Network's profile completion rates by 15%
- Defined and monitored 13+ key performance metrics (conversion rates, response time, engagement benchmarks), developing KPI dashboards and cross-functional reporting scorecards, boosting job seeker engagement by 25% and employer interaction by 18%

HUB OF CHINA

London, UK

Market Research & Consumer Insights Analyst Intern

September 2024 - December 2024

- Initiated 3 in-depth global market analyses, applying consumer research and competitive intelligence to provide clients with actionable market entry strategies that informed 2 successful energy drink product launches in Vietnam
- Enhanced marketing profiles with targeted consumer insights, driving a 15% increase in engagement across digital platforms
- Delivered data-driven recommendations on consumer behavior and market trends that shortened client decision-making timelines by 20%, enabling faster strategic execution

1ST SOURCE BANK

South Bend, IN

Marketing Analytics & Business Intelligence Intern

May 2024 - August 2024

- Conducted in-depth marketing research and regression analyses using Predict IQ and Stats IQ, improving customer satisfaction forecasting accuracy by 25% and informing strategic business decisions
- Synthesized complex datasets with Cognos, Daybreak Analytics, and Power BI, producing 5 interactive business intelligence dashboards (competitor closure results, new account trends, consumer loan analysis) that reduced campaign analysis time by 30%
- Formulated targeted strategies for 5 promotional campaigns, increasing customer engagement by 18-20% across digital channels

WORLD WILDLIFE FUND

Hanoi, Vietnam

Data Analytics & Reporting Intern

May 2023 - August 2023

- Streamlined reporting for the Carbi initiative by creating 10+ reports and an internal data site, improving data accessibility and business intelligence for 20+ field teams across Southeast Asia
- Enhanced project tracking with Excel and Google Sheets dashboards, making conservation outcomes easier to monitor and present
- Drove reporting efficiency by 30% through standardized templates and improved data communication workflows, facilitating faster delivery of insights for decision-making

LEADERSHIP & ENTREPRENEURIAL EXPERIENCE

GRAB BEFORE GRAD

Greencastle, IN

Co-Founder & Growth Marketing Lead

January 2026 - May 2026

- Launched and scaled a multi-vendor resale platform for graduating seniors, driving 40,000+ website/social media views in 4 days and achieving a 50% sell-through rate, demonstrating strong product-market fit and customer demand
- Developed and executed data-driven digital marketing campaigns across Instagram and Facebook, including content strategy, engagement tracking, conversion metrics, growth optimization, and campaign performance analysis
- Managed end-to-end operations including inventory, user acquisition, and weekly open-house events (500+ attendees), handling digital marketing, collaborator coordination, site testing, and community outreach to drive engagement and operational efficiency

DEPAUW WOMEN IN ECONOMICS AND BUSINESS (WEB)

Greencastle, IN

Director of Marketing & Communications

May 2023 - May 2024

- Elevated newsletter open rates by 40% by creating engaging content on diversity and inclusion in business
- Led outreach across 5 industry events, boosting participation and student-professional engagement by 25%

SKILLS & INTERESTS

- **Analytics & Methods:** Data Analysis, A/B Testing, Regression Analysis, Predictive Modeling, Customer Segmentation, Funnel Analysis, Statistical Analysis, Experimentation, Data-Driven Decision Making
- **Business Applications:** Product Analytics, Marketing Analytics, Growth Strategy, KPI Development, Market Research, Consumer Insights, CRM Analytics, Conversion Optimization, Competitive Intelligence, Business Intelligence, Cross-Functional Collaboration
- **Tools & Programming Languages:** Salesforce, SharePoint, Mixpanel, Power BI, Tableau, SQL/MySQL, Python, R (RStudio), Stata, Cognos, Canva, Google Analytics (GA4), Qualtrics, Bloomberg Terminal, Microsoft Office - Excel, PowerPoint, Word, Outlook
- **Interests:** Hiking, traveling (visited 3 continents and 37 U.S. states), scenic road trips, photography, and exploring food and cultures